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## Notes from the Washington State Department of Health, Tobacco Prevention and Control Program

What's new on the tobacco front?

### State tobacco program forms Implementation Advisory Committee

The Washington State Department of Health Tobacco Prevention and Control Program has created an Implementation Advisory Committee to help guide the implementation of the program's comprehensive activities.

The committee has 18 members from multiple interest areas within the program. There are four youth, two representatives from the schools, eight from the communities, one from the tribes, and two stakeholder contractors – the American Cancer Society, and the American Lung Association of Washington.

The first meeting will be held January 11, 2002 at the Seatac Marriott from 10 a.m. to 3 p.m.

Contact Terry Reid for further information at (360) 236-3665 or email [Terry.Reid@doh.wa.gov](mailto:Terry.Reid@doh.wa.gov)

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### Newest anti-smoking ads launched Jan. 7

On January 7, the Tobacco Prevention and Control Program will launch its newest television ads aimed at preventing youth from starting to smoke.

Unlike previous ads, which were created for other states, the new ads were created specifically for Washington.

The new ads will begin airing on television stations in Seattle, Spokane, Yakima, the Tri-cities, and Vancouver.

“The ads, which are aimed at 8- to 18-year-olds, try to negate the reasons kids say they begin smoking: to look older or cooler, to relieve stress, to fill boredom,” said Terry Reid, the tobacco program manager. “Kids know that smoking is bad for them, so the ads feature a high-tech look at what bad looks like, both internally and externally.”

In addition to the television ads, radio ads, billboards, bus signs, mall kiosks, book covers, theater and video store ads, and other items, such as posters will begin appearing statewide in January.

Visit the Department of Health web site for a listing of what ads are running in your county: [www.doh.wa.gov/Tobacco/waeffrt.htm](http://www.doh.wa.gov/Tobacco/waeffrt.htm) (scroll down to Media Flow Charts).

While the new ads are aimed at teenagers, the tobacco program will continue to target adult smokers through ads that promote Washington’s toll-free Tobacco Quit Line. In addition, there will be billboards, bus ads, and other materials, such as coasters and posters where people smoke, encouraging smokers to call the free quit line for help with stopping smoking.

### **Youth empowerment program takes off**

The Tobacco Prevention and Control Program's youth empowerment program, funded with a grant from the American Legacy Foundation, is off and running. Listed below is an update from each of the three partners, the American Lung Association of Washington, the American Cancer Society, and the University of Washington, about what they are doing.

If you would like more information about the youth empowerment component contact Carla Huyck at (360) 236-3678 or email [Carla.Huyck@doh.wa.gov](mailto:Carla.Huyck@doh.wa.gov)

#### **American Cancer Society**

From January to March the American Cancer Society Speak Out! Youth Initiative will be launching their Speak Out! Workshops. Six workshops across the state will assist youth and adults in creating and maintaining effective youth coalitions. Additionally, a team of youth and adults are making plans for Camp Speak Out! 2002. This weeklong advocacy camp is dedicated to developing youth leaders in your community. Contact your local American Cancer Society staff for more information (800) 729-5588.

#### **American Lung Association of Washington**

The American Lung Association of Washington (ALAW) works with youth advisory councils to recruit teens and adults for the TATU program. They are identifying existing TATU programs as a first step toward tracking the curriculum’s implementation throughout the state. ALAW is gathering evaluation information (some of which will be posted in CATALYST by state funded projects). In addition, they are providing new and refresher course TATU workshops.

ALAW has created a new and improved adult facilitator manual and teen booklet, which were scheduled to be available for purchase at the beginning of 2002. The manual and booklet include current Washington state statistical data, new supplemental resources, and tobacco industry advertising from 2001.

Finally, ALAW offers technical and financial assistance to local tobacco prevention groups. ALAW will award mini-grants of up to \$2,500 to promote youth empowerment activities during the first quarter of 2002.

ALAWs TATU coordinators are: Mandana Varahrami for western WA (206-441-5100), Cheryl McDonald for southwestern WA and the peninsula (360-807-0093), Brittany Liedtke for central WA (509-248-4384) and Abby Wadlow for eastern WA (509) 325-6516.

### **University of Washington**

The University of Washington's Teen Futures Media Network is traveling the state training teens to present the new Teens, Tobacco & Media Tool Kit. The tool kit contains 6 lessons designed for high school age teens to present to a teen audience. Teens from four different regions in Washington developed the lessons in the tool kit. The lessons were pilot tested this past summer in the same four regions. Working in collaboration with Washington State University, Teen Futures is evaluating the success of the tool kit. The summer pilot test results are now in and they are very exciting! If you would like more information about the Teens, Tobacco and Media Project, please call 206-543-9414 or 1-888-833-6638 or email [macohen@u.washington.edu](mailto:macohen@u.washington.edu)

### **Youth access news**

#### **GAO report provides insight**

On December 10th, the federal General Administration Office (GAO) reported on the national implementation of the Synar Amendment that addresses youth access to tobacco programs. Overall the report was critical of the way states address youth access to tobacco and said the federal government needs to focus more attention on the problem.

Washington was cited in a footnote regarding our use of youth age 15 to conduct compliance checks. Our current protocol permits the use of youth ages 14-17. We will be looking at this issue and making recommendations in the coming months to address this and other issues raised in the report. Overall, Washington is doing better than most states. Consider that during the past 6 years, sales of tobacco to minors in Washington have decreased from 19.9% (in 1996) to 11.2% (in 2001). We are working to increase focus on youth access issues to do an even better job, so this input from the GAO is timely and will be useful in planning for the future. We encourage those of you working on compliance check or youth access programs to take a moment to read the GAO report available at <http://www.gao.gov/new.items/d0274.pdf>

#### **Plan to attend Youth Access Task Force meetings**

We encourage youth access program staff to attend the quarterly Youth Access Task Force meetings. It's a chance to share information, learn from each other, and talk with our other partners from local law enforcement, the Liquor Control Board, retailers and others. The next meeting will be held March 20, 2002 at the Liquor Control Board office at 4401 E Marginal Way South, Seattle (Using youth access and/or Settlement funding to attend these meetings is an allowable expense - talk with your contract manager if you have any questions about fitting meeting attendance into your work plan).

For further information contact Tom Wiedemann at (360) 236-3643 or email [Tom.Wiedeman@doh.wa.gov](mailto:Tom.Wiedeman@doh.wa.gov)

### **Theater ads are a hit in southwest Washington**

The Southwest Washington Health District (SWHD) found a good way to spread the anti-smoking message to teens in a place they like to hang out – movie theaters. From mid-November to late December, the SWHD, in partnership with the American Lung Association of Washington and the Tobacco Free Coalitions of Clark and Skamania counties, ran full screen ads featuring two-time Olympic Gold Medalist Megan Quann in all Clark County Regal Theaters. The full screen ads featured Quann, a 17-year-old from Puyallup near a pool with her gold medals. The ad's text reads, "My dream. My victory. My future. I choose to be smoke-free!" The ad was created and focus tested with teenagers by the American Lung Association. James Lanz of SWHD says the health district tried for many months to find an appropriate ad before settling on the Quann ad. "The ad has been a cost-effective way to reach a teen audience," Lanz said.

The Lung Association ads have been used successfully in other areas of the state, such as King County.

### **CLEARINGHOUSE NEWSFLASH**

DOH has created an email address to accommodate your requests for clearinghouse materials. That name is: [tobacco.clearing@doh.wa.gov](mailto:tobacco.clearing@doh.wa.gov)

Contractors can order Clearinghouse materials by filling out the electronic form they received December 6 and attaching it to an email to the Clearinghouse address. If you do not have the form, you can obtain one by emailing the Clearinghouse. You can still use the Cessation-specific form (with the pictures on it) to order cessation materials.

If you have any questions or comments, you may email the clearinghouse address.

### **New at H.E.R.E.**

The Department of Health's Health Education Resource Exchange (H.E.R.E.) website has added print ready publications in PDF format to its list of available items. You can download posters and publications as low-resolution images suitable for printing at a desktop printer or as high resolution images that can be taken to a professional printer. The PDF files contain printing specifications and a letter of agreement for those who want to reproduce them. This service is available at <http://www.doh.wa.gov/HERE/cra/crasearch.asp>

Tobacco publications currently available include: A no smoking poster, no smoking stickers and the brochures "One of the best things you can do for your kids," and "Steps to help you quit smoking: How other moms have quit."

### **Tribal training a success**

The Tobacco Prevention and Control Program sponsored a one-day tribal training at the Tukwila Community Center on December 10. During the training, tobacco coordinators from 11 tribes talked about the activities they were implementing in their communities, and shared ideas and resources. Program staff described future funding opportunities and potential changes in future contract deliverables, and shared materials currently available from the DOH warehouse.

For further information, contact Dave Harrelson at (360) 236.3685 or email [David.Harrelson@doh.wa.gov](mailto:David.Harrelson@doh.wa.gov)

## **CDC Disparities Pilot Project update**

As a participant in the CDC pilot project to address disparities, the Tobacco Prevention and Control Program will produce by December 2002 strategic and marketing plans for addressing tobacco-related disparities. The Cross Cultural Health Care Program (CCHCP) was hired to identify promising/best practices that might be used in underserved communities, facilitate meetings of the Cross Cultural Workgroup on Tobacco, conduct an "environmental scan" (strengths, weaknesses, opportunities, and threats) in target communities, and evaluate the planning process. The CCHCP spent the first three months of the project thoroughly investigating best/promising practice models and strategies. Between January and July, they will subcontract with community agencies in various underserved communities to conduct the environmental scan. The University of Washington's Clarence Spigner will contract with DOH to develop a statewide plan for conducting assessments in underserved communities. Community-based focus groups will be a major part of this effort. The program and its Cross Cultural Workgroup on Tobacco will use information from both contractors to successfully complete the CDC pilot project.

For further information, contact Dave Harrelson at (360) 236.3685 or email [David.Harrelson@doh.wa.gov](mailto:David.Harrelson@doh.wa.gov)

## **Kickbutts website goes online**

The Campaign for Tobacco Free Kids has updated the [www.kickbuttsday.org](http://www.kickbuttsday.org) website with information and resources for the 2002 Kick Butts Day. Check it out! You can order activity guides via the website and . . . take note . . . nomination forms for youth advocates of the year are also available on that website.

## **In the news**

### **Finland study finds link between asthma and second hand**

A recent Finnish study connects second hand smoke and asthma/respiratory disease. For the story, go to the following address and scroll down to the fourth story.

[http://www.globeandmail.com/servlet/GIS.Servlets.HTMLTemplate?tf=tgam/common/FullStory.html&cf=tgam/common/FullStory.cfg&configFileLoc=tgam/config&vg=BigAdVariableGenerator&date=20010926&dateOffset=&hub=health&title=Health&cache\\_key=health&current](http://www.globeandmail.com/servlet/GIS.Servlets.HTMLTemplate?tf=tgam/common/FullStory.html&cf=tgam/common/FullStory.cfg&configFileLoc=tgam/config&vg=BigAdVariableGenerator&date=20010926&dateOffset=&hub=health&title=Health&cache_key=health&current)

### **Low-Tar Cigarettes: Evidence Does Not Indicate a Benefit to Public Health**

In a monograph released by the National Cancer Institute, national scientific experts conclude that evidence does not indicate a benefit to public health from changes in cigarette design and manufacturing over the last 50 years. For more information go to

<http://newscenter.cancer.gov/pressreleases/lowtar.html>.

### **Pregnant women try to quit, men puff it all away**

LONDON, Nov 27 (Reuters) - Men who smoke undermine the efforts of their pregnant partners to quit smoking for good. For further information, go to <http://www.reutershealth.com/> and enter "pregnant partners" in the search box.

***Tobacco Control gives the international perspective***

Those interested in seeing how the rest of the world addresses tobacco control issues will want to take a look at the journal Tobacco Control. You can see for yourself the impressive amount and quality of information it provides by visiting their web page at [www.tobaccocontrol.com](http://www.tobaccocontrol.com)

By next year the last ten years of back issues will have been completely loaded onto the site, which will make it an even more valuable resource.

***Questions, comments submissions***

If you are planning a training or event in your area that you would like to make known to the state tobacco prevention community, you are welcome to submit an announcement to this newsletter. Comments on the newsletter are always welcome. Send your announcement or comments to [larry.champine@doh.wa.gov](mailto:larry.champine@doh.wa.gov) or call (360) 236.3614.